Tuesday, February 14, 2012

Time	Description	Location
7:00 AM - 4:00 PM	Registration	
7:30 AM - 8:30 AM	Continental Breakfast	East Foyer
8:30 AM - 8:50 AM	**Welcome** Brian Triplett, Head of Commercial and North America Prepaid, Visa	Grand Ballroom
8:50 AM - 9:40 AM	**A Year In Review and Prepaid 2012** Hyung Choi, Head of U.S. Prepaid Products, Visa	
9:40 AM - 10:30 AM	**Driving Visa Payment Innovations** Jim McCarthy, Global Head of Products, Visa	
10:30 AM - 11:00 AM	Morning Break	
11:00 AM - 12:00 PM	**Keynote Address** Jim Carroll - The World's Leading Futurist, Trends and Innovation Expert	
12:00 PM - 1:30 PM	Lunch	Princess Plaza

Concurrent Sessions

1:30 PM - 2:30 PM | **2:30 PM - 3:30 PM** | **4:00 PM - 5:00 PM**

Session I : Consumer Products (Salon AB)

Consumer Reloadable Prepaid Products Update
Join us for a review of 2011 Visa Prepaid product, portfolio, channel, and cardholder performance. Discuss the consumer, marketplace and regulatory trends that are likely to shape the future of consumer reloadable prepaid products.

Lisa McFarland, Visa Prepaid

Maximizing the Value of Cardholder Relationships - Part I
In Part 1 of this 2-part session, explore Visa's groundbreaking product design, pricing sensitivity and cardholder lifetime value model, segmentation and analytics. Identify and overcome the critical barriers to cardholder acquisition, usage and retention hindering your program's profitability.

Lisa McFarland, Visa Prepaid
Wei Jiang, Visa Prepaid Marketing

Maximizing the Value of Cardholder Relationships - Part II
In part 2 of this 2-part session, join us as we share Visa's consumer reloadable prepaid growth strategy. We will unveil Visa Prepaid network innovations and emerging shared services capabilities designed to enhance the consumer value proposition and encourage cardholder acquisition, usage and retention to drive breakthrough growth.

Lisa McFarland, Visa Prepaid
Wei Jiang, Visa Prepaid Marketing

Session II : Employee Benefits (Princesa)

Employee Benefits Update
A year in review in healthcare prepaid products. Come hear the latest on EB opportunity sizing and get updates on the latest performance data, industry trends and changes. Hear about shifting healthcare and payments landscape and how Visa marketing is supporting your business.

Renee Lutzen, Visa Prepaid

Global Employee Benefits Study
Employee Benefits "Go Global". Learning about the global market for employee benefits/healthcare by hearing the latest Visa research findings in this area. Understand the changing landscape in Canadian healthcare sector and learn from one partner how they launched a first of its kind product in Canada.

Saj Imam, Visa Prepaid
Chris Byrd, Evolution Benefits

Employee Benefits Regulatory Update
Get an update on PPACA and other regulations and learn how it affects FSA's, HRA's, HSA's and Transit. Understand the impacts and know what to expect in managing and growing your healthcare card business.

John Hickman, Alston & Bird, LLP

Session III : Product Development (Salon C)

U.S. Chip Migration Strategy
Visa has announced plans to accelerate the migration to contact chip and contactless EMV chip technology in the U.S., which helps prepare for the arrival of Near Field Communication (NFC)-based mobile payments. Find out what this change means for prepaid and what issuers need to do in preparation for migration to chip technology in the U.S.

Hap Huynh, Visa Chip Infrastructure Management

Navigating the Landscape of Digital Payments
Digital payments are the next frontiers in the payment world. Come hear from Visa digital payment expert about the players and the ever-changing landscape of digital payments. Understand Visa's digital payment roadmap (including V.me) and see how you can partner with us to provide digital payment offerings to your clients.

Shaun Bodington , Visa Global Product Strategy & Innovation

Processing Advances for Prepaid
Two key processing enhancements for prepaid are the ability to support PIN at the POS and streamlined authorization of transactions at Automated Fuel Dispensers (AFD). This session will focus on Visa strategies for PIN authentication at the POS and Enhanced AFD. Understanding these two important processing features will drive improvements to cardholder usage and acceptance.

Brian Hamilton, Visa Debit
Doug Frantz, Visa Sales

AFTERNOON BREAK

5:00 PM – 7:00 PM..... Cocktail Reception..... Hacienda Plaza & Trellis

Wednesday, February 15, 2012

Time	Description	Location
7:30 AM - 8:30 AM	Continental Breakfast	East Foyer
8:30 AM - 8:45 AM	**Opening Remarks** Brian Triplett, Head of Commercial and North America Prepaid, Visa	Grand Ballroom
8:45 AM - 9:45 AM	**Legal & Regulatory Update and Outlook** Lisa Nelson, Head of Global Government Relations, Visa Alex Miller, Associate General Counsel, Visa	
9:45 AM - 10:15 AM	Morning Break	
10:15 AM - 11:30 AM	**Economic Update** Wayne Best, Chief Economist, Visa	
11:30 AM - 1:00 PM	Lunch	

Concurrent Sessions

1:00 PM - 2:00 PM | **2:00 PM - 3:00 PM** | **3:30 PM - 4:30 PM**

Session I : Corporate (Salon A)

Corporate Products Update
A review of 2011 performance in key corporate sectors including payroll, incentives, and emerging product segments. Learn about key opportunities, trends and considerations for the corporate prepaid sectors and understand implications for your business.

Michael Chittaro, Visa Prepaid

Payroll Card Awareness, Adoption and Retention
Come hear about successes in 2011 and our product and marketing strategy for 2012. Learn the latest research on what drives cardholder behaviors. Explore the key levels affecting payroll card adoption and cardholder satisfaction. Gain insights into employers' attitudes & awareness of payroll cards within targeted verticals.

Jill Goebel, Visa Prepaid
Mabel Laubscher, Visa Prepaid Marketing

Corporate Prepaid Card Innovations
Hear the latest innovations driving payroll card growth. From mobile products to affinity programs, these products are shaping payroll cards growth now and for the future. Learn about Visa's multinational prepaid managed service and how you can participate.

Michael Chittaro, Visa Prepaid

Session II : Government (Salon B)

Government Product Update
Get an update on government product performance, landscape and trends. Understand new and emerging opportunities in the public sector. Hear directly from a government agency as they continue to look for efficiencies while delivering superior services to their constituents and see how it presents new opportunities for your organization.

Steven Evans, Visa Prepaid
Guest Speaker

Panel Discussion on Recent Program Launches
In 2011, many emerging government programs have started offering prepaid cards from tax refunds to housing subsidies. Come listen to government prepaid providers who will be sharing how prepaid solutions are helping public sector agencies as well as providing insights on the current prepaid landscape.

TBD, Panel Members

Educating Prepaid Cardholders on Financial Literacy
Prepaid programs provide an excellent entry point to promote financial educational efforts for the underserved and government disbursement recipients. Come hear how you can utilize the award winning Visa programs to augment your financial education efforts and gain customer loyalty.

Jason Alderman, Visa Public Affairs

Session III : Driving Growth (Salon C)

Driving Healthcare Plan Participation
Hear from Visa partners on key success factors for new business models to drive growth in the Employee Benefit card market. Gain insights and hear ways to analyze your portfolio, extend your reach, and identify new opportunities in an ever changing marketplace.

Jody Dietel, WageWorks
Jon Kessler, HealthEquity, Inc.
R. Jamie Spriggs, ConnectYourCare

Marketing to the Underserved
Visa's new prepaid *Go Open a New World* campaign helped to drive unprecedented levels of consumer awareness, acquisition and usage of reloadable prepaid cards. Come join us to learn the key results that demonstrate the program's success. Leveraging the insights from 2011, the 2012 campaign will include expanded use of current and new platforms to drive even higher levels of consumer adoption.

Tony Chang, Visa Prepaid Marketing

Seizing the Youth Segment Opportunity
Participate in the exciting launch of Visa's new prepaid products targeted to college students and parents of teens. Learn more about the brands, product features, pricing model preferences, positioning, messaging and distribution strategies Visa is executing in the marketplace.

Miriam Alejandro, Visa Prepaid

AFTERNOON BREAK

5:00 PM - 7:00 PM..... Cocktail Reception..... East Pool